

SUPPLIER BUYER EXCHANGE

AN ONLINE NEWSLETTER FOR PEOPLE INTERESTED IN VIRGINIA'S GOVERNMENT PURCHASING PROCESS

Did You Know?

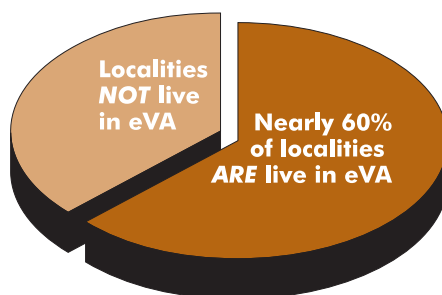
Of the more than 300* localities around the Commonwealth, nearly 60% utilize eVA, the state's e-procurement tool, to manage their procurement activities.

Other public bodies, including school divisions, water/sewer authorities, commissions and community service boards account for more than 200 additional "live" entities in eVA.

With access to both state and local buyers, eVA registered vendors gain access to a variety of procurement activities across the Commonwealth.

*per CAPPS Manual list

LOCALITY PARTICIPATION IN eVA



TAILOR YOUR MARKETING MESSAGES FOR SUCCESS

With the abundant opportunities in eVA, do you know how to effectively market to state buyers?

Here are four techniques that can improve your response ratio:

1. Use eVA historical spending reports to zero in on logical recipients--who's buying, who can use the product/service. Target end-users!

For help generating a targeted marketing list for your business, contact Serwa Lee at 804-371-0465.

2. In the subject heading of your email, use a clear, purposeful subject, for example, "eVA SWaM Firm Available For Accounting Services". This clear statement aligns the message with important Commonwealth initiatives and separates your message from spam.

3. Whether in dialogue, or as an opening in the email, start with: "As your agency has a contract with... or currently buys accounting services from XYZ company, I thought you might be interested in a local SWaM business with a proven track record."

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PUBLIC PROCUREMENT FORUM

STEERING A COURSE TO EXCELLENCE

is the theme of the 19th Public Procurement Forum scheduled for October 28-31, 2007, at the Hampton Roads Convention Center in Hampton, Virginia. Hosted by the Virginia Department of General Services, Division of Purchases and Supply, the Forum brings together public sector buyers and private sector suppliers for education, networking and a

products and services exposition.

Forum 2007 offers an outstanding opportunity for businesses who want to expand their network of public buyer contacts and learn more about doing business with Virginia. Additional information about the Forum programs and registration can be found at: dps.dgs.virginia.gov/Forum2007.



SUPPLIERBUYEREXCHANGE is a program of the Virginia Department of Business Assistance (VDBA).


VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE
Connecting Businesses with Resources

OCTOBER 10 WEBINAR:

MARKETING MENU: SUCCESSFUL SERVINGS TO REACH STATE BUYERS

- Appetizer** – identify the right approach to make a great first impression
- Entrée** – deliver a full plate of what your business has to offer
- Dessert** – designing the appropriate follow-up with state buyers to leave a lasting effect

To register go to www.vdba.virginia.gov/events.

WWW.VDBA.VIRGINIA.GOV

EVA & VDOT CREATE JOINT REPORTS FOR TRANSPORTATION VENDORS

from the Department of General Services

In a collaborative effort to provide transaction information to vendors, teams from eVA and VDOT have designed order history/order detail reports at the individual vendor level. These reports, accessed at, evavdotporecon.vdot.virginia.gov/, are not orders by NIGP, but are generated based on history/detail by unique tax ID.

This website provides VDOT/eVA users and vendors with an updated cross reference tool that displays eVA Purchase Order contents and values against VDOT "paid-to-date" values.

In addition, this site provides for easy access of information to view purchase order status or reconcile eVA related invoices. Detailed information can be displayed, and a calculated related eVA fee is included.

If purchase order values do not match VDOT paid-to-date values, the item is displayed in red. Users can determine if purchase order changes are necessary when items do not match.

eVA purchase orders contain the



agency buyer's name and contact information.

All sections allow for the downloading of information in either CSV (comma separated values) or Excel 97 format.

For additional information, contact Mike Hall with VDOT at (804) 786-3150 or via email at mike.hall@vdot.virginia.gov.

FAMIS: HELPING SMALL BUSINESS INSURE AMERICA'S KIDS

Today, small business owners are asking employees to pay more of their own healthcare costs. FAMIS (Family Access to Medical Insurance Security) now offers a program aimed at working families who need assistance to take advantage of an employer's or private health insurance plan.

Through FAMIS Select, families receive a premium assistance payment of \$100 per child per month towards the monthly premiums on their employer or private health insurance plan. For a family of four, comprising one adult and three FAMIS children,

this means that \$300 per month is paid to the family to help with the insurance premium payments. This same family of four can



earn up to \$41,300 a year and still qualify for FAMIS. There is no cost or additional paperwork for the employer. FAMIS works directly with the family.

FAMIS and the FAMIS family of products are state and federally funded programs currently covering more than 425,000 children under the age of 19.

For more information on the FAMIS programs, go to www.famis.org or contact Shelagh Greenwood at shelagh.greenwood@dmass.virginia.gov.

PRE-QUALIFIED SWAM CONTRACTORS LIST

The VA Department of General Services' Division of Engineering and Buildings (DEB) has solicited and pre-qualified SWaM vendors in a competitive negotiation process for construction work. The pre-qualification can be used by public bodies statewide for contract awards up to \$500,000 per project for renovation and up to \$250,000 per project for new construction. There are different processes for projects with an estimated value over or under \$50,000.

Buyers can download a full list of pre-qualified vendors at deb.dgs.virginia.gov/Contracts/Contracts.asp.

Also available on the site is a complete file of documents including, Contractors List, Instructions to Agencies, Services Provided, Supplemental Terms and Conditions, CO-7 Terms and Conditions, CO-9.1a Notice of Award, CO-9 Construction Contract and CO-9a Workers Compensation Certificate. These documents are helpful in optimizing buyer selection of pre-qualified vendors.

Questions about the vendor pool or DEB construction opportunities should be directed to Shirley McNutt at (804) 786-4538 or via email at shirley.mcnutt@dgs.virginia.gov.

JOBS INVESTMENT PROGRAM REACHES OUT TO SWAMS

In an effort to support the success of small, woman and minority-owned (SWaM) businesses in the Commonwealth, Virginia Jobs Investment Program (VJIP), a division of the Virginia Department of Business

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Assistance (VDBA), is targeting these companies to offer the program's training, recruiting and funding resources at no cost.

With 98% of Virginia's businesses designated as small – having fewer than 250 employees or annual gross receipts of \$10 million or less averaged over three years, VJIP recognizes that there is an increasing demand for a qualified, well-trained workforce. This initiative will assist the state's small businesses in making better hiring and management decisions that lead to increased productivity and growth.

"Within the last few years, VJIP has reduced the eligibility requirements for these programs to make it feasible for small businesses to participate," said

VDBA PROCUREMENT ASSISTANCE EVENTS

SEPTEMBER 25 - ANNANDALE
Public Safety Supplier Diversity Fair
{postponed}

SEPTEMBER 27 - HAMPTON
Doing Business with the State

SEPTEMBER 27 - FLOYD COUNTY
Entrepreneur Express

OCTOBER 5 - ROANOKE
Entrepreneur Express:
Arts & Culture Businesses

OCTOBER 10 - WEBINAR
Marketing Menu

OCTOBER 16 - RICHMOND
Procurement Conference

OCTOBER 28-31 - HAMPTON
DGS Public Procurement Forum

NOVEMBER 1 - VIRGINIA BEACH
New Beginnings Conference & Expo

PLEASE VISIT OUR WEBSITE,
WWW.VDBA.VIRGINIA.GOV/EVENTS
FOR ADDITIONAL
CALENDAR OFFERINGS.

SWaM Program Manager Irby Jones. "Now it is a matter of making sure SWaM businesses are aware of this resource."

Like other programs at VDBA, VJIP has developed this service to present organizational and human resource development workshops for qualified applicants to fill a niche not offered by other business service providers.

VJIP offers customized recruiting and training to companies creating new jobs in business sectors including manufacturing, distribution centers, corporate headquarters for companies with multiple facilities, inbound call centers, information technology services and research and development facilities.

Companies must create a minimum of five new jobs within the first year, make a minimum of \$100,000 in new capital investment and offer an entry-level wage rate of at least \$10 per hour.

For details and more specific eligibility requirements, contact Irby Jones at (804) 371-0467 or e-mail irby.jones@vdba.virginia.gov.

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Here the message is paired w/eVA intelligence--and it's hard to argue the facts. A message blasting random buyers not only irritates buyers, but dilutes the power of the sales message for the vendor.

4. Another tactic is to enclose NIGP codes within the text of the email--the codes the buyer would need to select that vendor. This also shows that the vendor speaks the buyer's language. Utilizing direct language shows a desire to get down

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HELPFUL RESOURCES

Virginia Department of Business Assistance (VDBA)

804-371-8200

www.vdba.virginia.gov

General Questions:

Virginia Business Information Center (VBIC) -

1-866-248-8814

vbic@vdba.virginia.gov

Procurement Assistance Questions:

Kathryn Dolan

804-371-0488

kathryn.dolan@vdba.virginia.gov

Tiffany Taylor-Minor

804-371-0357

tiffany.taylor-minor@vdba.virginia.gov

Tammy Farmer

804-371-8258

tammy.farmer@vdba.virginia.gov

Spend Report/Target Marketing Assistance:

Serwa Lee

804-371-0465

serwa.lee@vdba.virginia.gov

Department of Minority Business

Enterprise (DMBE) -

SWAM Certification

1-800-223-0671

(Toll free in Virginia only)

www.dmb.virginia.gov

eVA Customer Care

1-866-289-7367

eVAcustomer@vdba.virginia.gov

www.eva.virginia.gov

to business and could be helpful to the buyer.

One savvy Virginia business owner or note has even created a one-page sales sheet with NIGP codes on the back, hands out paper versions at trade shows and networking events, and in her email links end-users to her website. This is a great way to consistently reinforce the "I'm here" message--without recreating the wheel.

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